AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

What is claimed is:

1. (*Original*) A method for generating a search result list in response to a searcher's search request and providing a search word advertisement, the method comprising the steps of:

generating information on the maximum number of expected clicks with respect to a predetermined advertising period, in association with a predetermined search word;

generating information on a reserve fund by considering said information on the maximum number of expected clicks and a unit click cost associated with the keyword, thereby transmitting said information on a reserve fund to an advertiser;

receiving confirmative information on receipt of money with respect to said information on a reserve fund from an account associated with said advertiser;

as the step of maintaining a search information database including search listing associated with said advertiser, in response to receipt of said confirmative information on receipt of money, associating at least one said search listing with the search word;

receiving a search request from a searcher;

in response to said search request, identifying search listing associated with said search word, thereby arranging said identified search listing;

measuring the number of clicks with respect to said arranged search listing; and

in correspondence with said measured number of clicks, subtracting said information on a reserve fund.

2. (*Original*) The method of claim 1, wherein said step of generating information on the maximum number of expected clicks comprises the steps of:

generating statistical information with respect to the number of clicks during a predetermined previous period;

generating information on the number of expected clicks, based on said statistical information, wherein said information on the number of expected clicks is computed on the basis of regression; and

adding up said number of expected clicks with respect to said predetermined advertising period, thereby generating information on the maximum number of expected clicks.

3. (*Original*) The method of claim 2, wherein said step of generating information on the number of expected clicks comprises the steps of:

setting the number of expected clicks (Y') by said regression, as $Y'=b*m^{\wedge}X$ or $Y'=m \cdot X+b$, wherein X is date; and

determining m and b, variable factors of said regression, by using said statistical information.

4. (*Original*) The method of claim 3, wherein said number of expected clicks (Y') is set by further considering information on the number of impressions during a particular period or information on the number of season-oriented clicks.

5. (*Original*) The method of claim 4, the method further comprising the step of setting said

number of expected clicks (Y') as $Y'=(b*(m1^{\wedge}X1)*(m2^{\wedge}X2)*...(mn^{\wedge}Xn))$ or

$Y'=(m1 \cdot X1)+(m2 \cdot X2)+...(mn \cdot Xn)+b$;

     wherein said X1, X2, ... is input of time series data of said information of the number of

impressions or said information on the number of season-oriented clicks.

6. (*Original*) The method of claim 1, wherein said step of measuring said searcher's clicks with

respect to said arranged search listing further includes the step of determining a valid click; and

     said step of determining a valid click further comprises the steps of:

     receiving a click with respect to said search listing from said searcher;

     obtaining a first site identifier corresponding to said clicked search listing;

     in case that said first site identifier is identical to a second site identifier associated with

other click within the predetermined time, determining that said click is invalid; and

     determining that the number of clicks except said click which is determined to be invalid

is valid.

7. (*Original*) The method of claim 6, wherein said step of determining a valid click is performed

every determined period during said advertising period.

8. (*Original*) The method of claim 6, wherein, in case that a request for cancellation of an

advertisement is received from said advertiser within said advertising period, said step of

determining a valid click is performed just before cancellation.

9. (*Original*) The method of claim 2, wherein said step of transmitting said information on a

reserve fund to an advertiser further considers predetermined weight, based on said statistical

information.

10. (*Original*) The method of claim 1, comprising the steps of:

transmitting information on a dummy amount to an account associated with said

advertiser;

receiving number data corresponding to said information on a dummy amount, from said

advertiser; and

determining whether said dummy amount is identical to said number data.

11. (*Original*) The method of claim 1, wherein said step of subtracting information on a reserve

fund includes the step of comparing said number of measured clicks with said maximum number

of expected clicks; and

in case that said number of measured clicks is below said maximum number of expected

clicks at the result, the method further includes the step of generating refund information, thereby

transmitting the same to an advertiser.

12. (*Original*) The method of claim 1, wherein said step of subtracting information on a reserve

fund includes the step of comparing said number of measured clicks with said maximum number

of expected clicks; and

in case that said number of measured clicks exceeds said maximum number of expected

clicks at the result, the method further includes the step of stopping subtraction of said

information on a reserve fund.

13. (*Original*) The method of claim 12, the method further comprising the step of generating

information on the second maximum number of expected clicks with respect to a second

advertising period;

wherein said information on the second maximum number of expected clicks is revised

upwards by considering that said number of measured clicks exceeds said maximum number of

expected clicks.

14. (*Original*) The method of claim 1, comprising the steps of:

generating information on trend of clicks based on said number of measured clicks within

said advertising period;

generating predicted information on a free advertising period, based on said information

trend of clicks; and

transmitting said predicted information on a free advertising period, to said advertiser.

15. (*Original*) The method of claim 14, wherein in case that said subtracted reserve fund is

below a predetermined value, said predicted information on a free advertising period is

generated.

16. (*Original*) The method of claim 1, the method further comprising the steps of:

maintaining a present information database for recording information on the present state

of a predetermined advertisement; and

providing said advertiser with said information on the present state of an advertisement;

wherein said information on the present state of an advertisement includes at least one

selected from a group consisting of return on investment (ROI), unique visitor (UV), click

through rate (CTR), the number of clicks and the number of impression associated with said

search listing during said advertising period.

17. (*Original*) The method of claim 1, wherein said unit click cost is set by satisfying the steps

of:

receiving information on the bid price based on the arranged location of said search

listing, from at least one advertiser; and

selling information on one bid price satisfying a predetermined condition, among said

received information on the bid price, to each of arranged locations of said search listing by said

unit click cost.

18. (*Original*) A method for generating a search result list in response to a searcher's search

request and providing a search word advertisement, the method comprising the steps of:

generating information on the maximum number of expected clicks with respect to a

predetermined advertising period, in association with a predetermined search word;

receiving information on the bid price with respect to a unit click cost associated with

said search word, from at least one advertiser, and determining a unit click cost and an advertiser

based on said received information on the bid price;

generating information on a reserve fund by considering said information on the maximum number of expected clicks and said determined unit click cost, and transmitting said information on a reserve fund to said determined advertiser;

maintaining search listing associated with said advertiser in a database, in association with said search word;

receiving a search request from a searcher, identifying search listing associated with said search word in response to said search request, and arranging said identified search listing;

measuring and maintaining information on the number of clicks with respect to said arranged search listing during said advertising period; and

generating refund information or information on a free advertising period, based on said information on the number of clicks and said information on the maximum number of expected clicks.

19. (*Currently amended*) A computer readable record medium recording a program for implementing any one of claims 1 to 18 a method for generating a search result list in response to a searcher's search request and providing a search word advertisement, the method comprising the steps of:

generating information on the maximum number of expected clicks with respect to a predetermined advertising period, in association with a predetermined search word;

generating information on a reserve fund by considering said information on the maximum number of expected clicks and a unit click cost associated with the keyword, thereby transmitting said information on a reserve fund to an advertiser;

receiving confirmative information on receipt of money with respect to said information on a reserve fund from an account associated with said advertiser;

as the step of maintaining a search information database including search listing associated with said advertiser, in response to receipt of said confirmative information on receipt of money, associating at least one said search listing with the search word;

receiving a search request from a searcher;

in response to said search request, identifying search listing associated with said search word, thereby arranging said identified search listing;

measuring the number of clicks with respect to said arranged search listing; and

in correspondence with said measured number of clicks, subtracting said information on a reserve fund.

20. (*Original*) A system for providing a search word advertisement, the system comprising:

a search information database for storing a plurality of search listing associated with an advertiser and associating said search listing with a search word;

a search engine for abstracting search listing from a database and providing said searcher with at least one abstracted search listing by predetermined arrangement method;

a click predicting means for computing information on the maximum number of expected clicks during a predetermined advertising period with respect to said abstracted search listing;

a cost computing means for generating information on a reserve fund by considering said computed information on the maximum number of expected clicks and a unit click cost associated with said search word;

a settlement control means for transmitting said generated information on a reserve fund to an advertiser associated with said search listing and receiving confirmative information on receipt of money with respect to said information on a reserve fund from an account associated with said advertiser; and

an advertisement cost subtracting means for measuring said searcher's number of valid clicks that generate during said advertising period, and subtracting said information on a reserve fund in correspondence with said number of valid clicks;

wherein said click predicting means computes the number of expected clicks on the basis of statistical information with respect to the number of clicks during the predetermined previous period and adds up said computed number of expected clicks with respect to said advertising period, thereby generating information on the maximum number of expected clicks.